

Introduction

for the 3rd Maritime Silk Road Port International Cooperation Forum

On behalf of forum hosts and organizers of 3rd Maritime Silk Road Port International Cooperation Forum (hereinafter referred to as "MPF 2017" or "the Forum"), Zhejiang Provincial Seaport Investment & Operation Group Co. Ltd. and Ningbo Zhoushan Port Group Co. Ltd. prepared this draft plan as featured organizers. A detailed execution plan will then be drafted through a concerted effort of forum hosts and co-organizers.

1. Forum Positioning

MPF 2017 is a sub-forum of China Maritime Forum 2017.

2. Objectives of the Forum

The objective of Maritime Silk Road Port International Cooperation Forum is “Equality, Cooperation, Mutual Benefit and Win-Win”, which is put in place to set standards and guidelines for the management and implementation of the Forum.

3. Name of the Forum

Chinese name: 海丝港口国际合作论坛

English name: Maritime Silk Road Port International Cooperation Forum

Abbreviation: MPF

4. Theme of MPF 2017

Chinese: “市场新变化·港口新发展”

English: New Change in Market

New Development in Port

The world economy and shipping market are undergoing profound and complicated changes:

(1) The world economy, international trade and investment are increasingly heading towards de-globalization, and trade protectionism is on the rise;

(2) The Belt and Road initiative is playing an active role in promoting cooperation and joint development of economies along the Belt and Road region, contributing to the vitality of world economy;

(3) Shipping alliances and scale-up operations, and the ever-increasing size of vessels have brought new opportunities and challenges to port industry;

(4) International cooperation among ports has been enhanced, and regional integration in ports sector has been accelerated;

(5) Digital transformation of port and shipping industry brings great changes in business models, production modes, technology equipments, managerial services, etc.

Confronted with great opportunities and challenges, aiming to maintain a firm grasp of market trends, enhance communications, build consensus, and deepen cooperation, The 3rd Maritime Silk Road Port International Cooperation Forum will explore new development opportunities and future paths to industrial transformation and upgrading with a focus on sustainable development.

This year's Forum will also offer a special session of Zhejiang Element, introducing the new initiatives of regional ports integration in Zhejiang Province, along with recent developments and future plans of Zhoushan Sea-River Intermodal Transport Service Centre and Zhejiang (Zhoushan) Pilot Free Trade Zone.

5. *Official Languages*

English and Chinese

6. *Management of MPF 2017*

(1) Forum Host:

The Organizing Committee of China Maritime Forum 2017

Oceanic & Port Development Commission of Zhejiang Province

(2) Forum Co-organizer:

As featured organizers of MPF 2017, Zhejiang Provincial Seaport Investment & Operation Group Co. Ltd., Ningbo Zhoushan Port Group Co. Ltd., and APEC Port Services Network (APSN) wish to invite internationally renowned organizations with in maritime industry (e.g. Shanghai International Shipping Institute, Drewry Shipping Consultants Ltd, Port Klang Authority, Antwerp Port Authority, China Merchants Port Holdings Co. Ltd, COSCO Shipping Ports Ltd, Port of Rotterdam Authority, Port of Hamburg) as co-organizers.

a) Rights of Co-organizer

As a condition pursuant to this draft plan, such rights reserved to Co-organizer and its designee(s) include the following: Attend innovation exhibition for marketing

and promotion; Place the organization name and logo on the home screen of the Forum; Have priority of giving a presentation/speech; and Draft for the Forum planning proposal.

b) Responsibilities of co-organizer

Provide support for forum planning and participant invitation. Pay voluntary contributions to the Forum.

(3) Forum Sponsorship

We would like to invite maritime suppliers, financial and insurance companies among others within maritime ecosystem to join us as a key partner of MPF 2017.

a) Rights of sponsor: As a condition pursuant to this draft plan, such rights reserved to Sponsor and its designee(s) include the following: Organization name to be displayed on the forum official website for promotion; Place the organization name and logo on the home screen of the Forum; Attend innovation exhibition for marketing and promotion; Place the organization logo on the Forum brochures.

b) Responsibilities of sponsors: to be decided.

7. Time & Venue

(1) Time

MPF 2017 is planned on July 11-12, 2017, Ningbo, China. The duration will be one day.

Other issues including the following:

a) On-site registration opens between 9:00-20:00 on July 10th and also in the morning on July 11th. Pre-conference will be held in the morning on July 11th.

b) We would like to invite all Forum guests to attend Evening Reception on July 11th.

(2) Venue

Pan Pacific Hotel Ningbo

8. Expected Attendance

(1) Attendance

Expected participant groups include ports along the Belt and Road region, shipping companies, sister and friendship ports of Ningbo Zhoushan Port, Consulate Generals in Shanghai, academia, maritime consultants, state agencies, and industry associations. An estimated 250-300 participants will be attending the Forum.

(2) Attendance of Forum Organizers and Sponsors

About 100 designee(s) of forum organizers and sponsors will be expected to attend the Forum, including the leadership of Zhejiang Provincial Seaport Investment & Operation Group Co. Ltd., Ningbo Zhoushan Port Group Co. Ltd., Ningbo-Zhoushan Port Co. Ltd..

(3) Interpreter

The Forum will provide simultaneous interpretation in both Chinese and English, and in other languages if needed. About 2-3 translators are expected.

(4) Media

The Forum will invite 10-15 international, domestic and industry media, and 2-3 influential new media within maritime industry. It is expected 1-2 reporters representing each media to attend the Forum.

(6) Staff & Volunteers

An estimated 30 staff and volunteers will provide logistics services and other on-site services for exhibition.

A total number of 400 participants will be expected during the Forum.

9. Agenda

The agenda of MPF 2017 is listed below:

(1) Opening Ceremony

It is planned to be held during 13:30-14:00 on July 11th.

Directors and executives representing following five organizations will be addressing at the opening ceremony:

- a) Water Transport Bureau, Ministry of Transport, P.R. China
- b) Ningbo Municipal People's Government
- c) Oceanic & Port Development Commission of Zhejiang Province
- d) International Association of Ports and Harbours (IAPH)
- e) Zhejiang Provincial Seaport Investment & Operation Group Co. Ltd. and Ningbo Zhoushan Port Group Co. Ltd.

(2) Keynote Speeches

There will be two keynote speeches, 25 minutes each, between 14:00-14:50, July 11. The following organizations will be invited to deliver a keynote speech respectively. Suggested topics and organizations listed as below:

- a) It is planned to invite relevant trade policy experts to deliver speeches regarding the profound impact of global economic and trade pattern of new changes in port industry.
- b) It is planned to invite the leadership of Zhejiang Seaport Investment & Operation

GroupCo.Ltd.to introduce the situation and future of port integration process in Zhejiang Province.

(3) Plenary Session

Two theme presentation sessions are planned, each including five 20-minute presentations from invited organizations (including Q&A session). Below are two topics for your reference, and any topic in consonance with the theme of the Forum is also welcome.

- a) New change in markets: to analyze impact on port and shipping industry arising from new changes in world economy and trade development, port and shipping industry structure change, and integration of regional ports.
- b) New development in port: to explore the measures to actively respond to the new changes and strive for new development, including the upgrading of port management system, business model and operation mechanism, shipping cooperation, port cooperation, and information technology application.

(4) Interaction Session

It is planned to have an on-site voting session regarding the theme of the Forum and hot issues of port industry. Audiences will be invited to vote electronically, and the voting results will be displayed in real time.

(5) Impromptu Speech

It is planned to invite several guests to share their insights about top ranked issues elected during the interaction session. Each speaker will have around 10 minutes.

(6) Press Conference, Consensus and Signing Ceremony

Consensus of 3rd Maritime Silk Road Port International Cooperation Forum will be issued. Signing ceremony between participating organizations will be held during this session if needed.

(7) Closing Ceremony

It is planned to invite the leadership of Forum organizers to present souvenirs to moderators and keynote speakers, and present closing address of the Forum.

(8) Agenda

	Forum Module	Time	Duration
July 11th Afternoon	Sign in	13:00-13:30	30 minutes
	Opening Ceremony	13:30-14:00	30 minutes
	Keynote speeches	14:00-14:25 14:25-14:50	Each 25 minutes; 2 in total
	Group photo & Tea break	14:50-15:20	30 minutes
	Plenary session I-New Change In Market	15:20-15:40 15:40-16:00 16:00-16:20 16:20-16:40 16:40-17:00	Each 20 minutes; 5 in total
	Interaction Session	17:00-17:30	30 minutes
	Wrap-up	17:30-17:35	5 minutes
July 11th Evening	Reception	18:00-20:00	120 minutes
July 12th Morning	Plenary Session II-New Development In Port	9:00-9:20 9:20-9:40 9:40-10:00 10:00-10:20 10:20-10:40	Each 20 minutes; 5 in total
	Coffee Break	10:40-11:00	20 minutes
	Impromptu Speeches	11:00-11:20	20 minutes
	Wrap-up	11:20-11:25	5 minutes
	Consensus & Signing Ceremony	11:25-11:40	15 minutes
	Present Souvenirs	11:40-11:45	5 minutes
	Closing Address	11:45-12:00	15 minutes

10. Forum Moderator

Moderator arrangements listed as below:

Invite the leadership of Zhejiang Provincial Seaport Investment & Operation Group Co. Ltd., Ningbo Zhoushan Port Group Co. Ltd. to be the moderator of opening ceremony;

Invite the leadership of APEC Port Services Network (APSN) to be the moderator of keynote speeches;

Invite the leadership of port organizations to be the moderator of plenary sessions and impromptu speeches;

Invite the leadership of other organizers to be the moderator of closing ceremony.

11. Port Exhibition

In order to enhance the value of the Forum, congregate "new development" initiatives of organizations under "new change", Port Innovation Exhibition is planned in parallel. The Forum will organize the exhibition in the corridor outside the conference hall. It promotes exchanges and cooperation among participants, and provides business opportunities exchange. An exhibition area will be arranged outside the conference hall, and all participating organizations are welcome to demonstrate business diversity and innovation via exhibition board, video etc.

Zhejiang Provincial Seaport Investment & Operation Group Co. Ltd., Ningbo Zhoushan Port Group Co. Ltd. will set up a booth for demonstrating latest technical achievements and solutions.

12. Organizing Committee

Featured organizers and co-organizers of the Forum constitute the Organizing Committee of MPF 2017.

Committee members include designee(s) of featured organizers and co-organizers.

The organizing committee of MPF 2017 consists of six working groups, namely, the Comprehensive Coordination Group, the Conference Representative Group, Planning, Promotion & Exhibition Group, Reception & Liaison Group, Security Group and Forum Marketing Group, which are responsible for the overall preparatory work of the forum.

Organizing Committee of 3rd Maritime Silk Road Port International Cooperation Forum

March 23, 2017